

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An image forming system having a sales management system for managing sales at a specific point while controlling commodity sales and customer data via a terminal set in a store and an image forming unit having at least an image printing function, guidance information including a map being selectively formed and printed with information on specials by the age forming unit, the age forming system comprising:

a point-of-sales (POS) system as the sales management system for storing and managing sales and customer data;

an information selector that selects and combines advertisement information offered by advertiser, guidance information including information having a name, a place, a route and a telephone number for designating the advertiser and information on specials including coupons to be used in purchasing goods or taking advantage of service offered by the advertiser;

a statistical data processor that issues a receipt ID based on commodity purchase and customer demographic data entered via the POS system as the sales management system and retrieves commodity and customer data using the receipt ID for statistical processing; and

a database including a map and advertisement database for storing guidance and advertisement data, a commodity and customer database for storing commodity and customer data used for the statistical processing and a statistical data database for storing statistical data after processed by the statistical processing,

wherein the image forming unit prints out a leaflet having edited information of the advertisement and guidance information and the information on specials selected by the information selector based on a result of the statistical processing performed by the statistical data processor, and in the POS system, sales and customer demographic data are retrieved based on the receipt number, the result of retrieval is sent to the information selector for retrieving information on specials according to the amount of money and advertisements

according to the customer demographic data from the map and advertisement database, wherein a special- and advertisement-added map on the advertiser is printed out.

2. (Original) The image forming system according to claim 1, wherein, based on statistical data output by the statistical data processor, the information selector selects the content and a period of validity from those related to specials corresponding to goods or services offered by the advertiser in accordance with an amount of money used for purchasing at the store in which the terminal of the sales management system has been set and the image forming unit prints out the selected and edited information.

3. (Previously Presented) The image forming system according to claim 1, further comprising:

a reception controller configured to control reception of information that users have taken advantage of specials sent from the advertiser for the statistical data processor,

wherein the statistical data processor automatically accounts of utilization of the information on specials by receiving information that, under the advertiser, the users have actually taken advantage of specials including coupons selected and edited by the information selector.

4. (Previously Presented) The image forming system according to claim 1, further comprising:

a reception controller configured to control reception of information that users have taken advantage of specials sent from the advertiser for the statistical data processor,

wherein the statistical data processor accounts and processes data including frequency of utilization by receiving information that, under the advertiser, the users have actually taken advantage of specials including coupons issued at the store and by checking demographic data on users obtained at the store and the information that the users have taken advantage of specials sent from the advertiser.

5. (Previously Presented) The image forming system according to claim 4, further comprising:

a transmission controller configured to control transmission of statistical data and printing charge information from the statistical data processor to the store,

wherein the transmission controller informs the advertiser of a result of the accounting processing.

6. (Previously Presented) The image forming system according to claim 4, wherein the information selector automatically controls the amount of data related to the advertiser and to be printed at the store based on a result of the accounting processing.

7. (Original) The image forming system according to claim 1, wherein the image forming unit automatically charges not a user but the advertiser for a fee related to the guidance information including a map indicating a route to the advertiser and printed at the store in accordance with the amount of data printed in relation to the advertiser.

8. (Canceled).

9. (Currently Amended) The image forming system according to claim 1, wherein the image forming unit includes an MFP having at least image printing and retrieving functions, and at the store in which a terminal of ~~[[a]]~~ the POS system as the sales management system having a sales and customer data recording function, the MFP printing out a map indicating a route to the advertiser designated by a name, a place or a telephone number, advertisements for a destination or surrounding stores and information on specials including coupons that can be used at a destination or surrounding stores.

10. (Original) The image forming system according to claim 9, wherein the image forming unit prints out a map corresponding to the advertiser by entering an identification number for identifying the advertiser at the store or retrieving an advertisement thus printed out.

11. (Currently Amended) The image forming system according to claim 1 further comprising:

an MFP as the image forming unit having the image printing and retrieving functions;

~~a POS system as the sales management system having a sales and customer data recording function; and~~

a wireless communications system allowing data transfer between a convenience store as the store having the POS system and the MFP and the POS system,

wherein the MFP prints out a map information indicating a route to the advertiser designated by a name, a place or a telephone number, advertisements for a destination or surrounding stores and information on specials including coupons that can be used at a destination or surrounding stores.

12. (Original) The image forming system according to claim 11, wherein a map indicating a route to the advertiser designated beforehand is printed out by the MFP set at the store designated beforehand according to remote instruction sent by a wireless communications instrument of the wireless communications system.

13. (Original) The image forming system according to claim 11, wherein the MFP has a image retrieving function, a map indicating a route to the advertiser being printed out by entering an identification number for identifying the advertiser at the store or retrieving an advertisement thus printed out.